



**CITY OF GREENSBORO DOT  
FOR IMMEDIATE RELEASE**

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## **“BRING THE HEAT” BUS DESIGN CONTEST EXTENDS TIMEFRAME FOR ENTRY**

***New Deadline Set for Friday, April 28th***

**GREENSBORO, NC** – April 20, 2006 – Anticipating a number of last minute submissions for its bus design contest, HEAT (Higher Education Area Transit) is extending the deadline for “Bring the HEAT” entries until Friday, April 28<sup>th</sup>. The design contest, launched on March 29th, invites students of six participating institutions to submit their suggestions for the look of the 10 new service buses. Students of Bennett College, Elon University, Greensboro College, Guilford College, GTCC and the University of North Carolina at Greensboro will receive an additional week to submit their designs to Greensboro Transit Authority, operator of the new service.

“We have received word that a number of additional entries are in the final stages of preparation, most notably by design students at GTCC,” says Kevin Elwood, spokesperson for Greensboro Department of Transportation. “They have been juggling multiple projects and we wanted to ease the burden on them to allow them to get their entries in. Also, it will give the students of all the schools some additional time to try to win the iPod and possibly see their work featured on their buses.” In addition to the music player, gift certificates to their college bookstore will be awarded as runner-up prizes for the chosen designs.

Students are given the option to create their artwork using color pencils, inks, computer software or whatever medium they choose. Submissions must be made on 8 ½ by 11-inch paper or in a .pdf computer file. Contest rules, submission forms and bus templates are available at [www.rideheat.com](http://www.rideheat.com) General inquiries may be directed to [heat@greensboro-nc.gov](mailto:heat@greensboro-nc.gov)

The HEAT service, unveiled last year, will connect Greensboro institutions of higher learning this fall and provide students and all Greensboro residents and visitors with more frequent and widespread public transportation services. Featured is an east-west route that connects all of the participating campuses and an inner circulator to link several downtown campuses with the city’s multi-modal transportation center, the J. Douglas Galyon Depot. A shuttle service will connect UNCG with off-campus housing along Spring Garden Street and existing GTA service to GTCC Jamestown will be enhanced with additional evening service and 30-minute frequencies during peak times. HEAT will operate 39 weeks out of the year, coinciding with university and college schedules and offer late night weekend service as late as 3 a.m.

The institutions partnering with GTA on HEAT are: Bennett College for Women; Elon University School of Law; Greensboro College; Guilford College; Guilford Technical Community College (GTCC); and The University of North Carolina at Greensboro (UNCG). The institutions' matching funds in support of the service will allow their qualified students fare-free, unlimited passage on HEAT and all GTA fixed routes throughout the school year.

The service expansion is being funded, in large part, with a \$6 million Federal Congestion Mitigation Air Quality Improvement Program (CMAQ) grant. The North Carolina Department of Transportation (NCDOT) is providing additional funding to cover some capital expenditures and the participating schools are contributing all of the required local matching funds. The service will be operated by GTA.

*The Greensboro Department of Transportation (GDOT) seeks to increase public safety and mobility through the effective planning, construction and maintenance of transportation infrastructure and operation of municipal transit. For more information about GDOT, contact us at (336) 373-GDOT (4368) or visit [www.greensboro-nc.gov/gdot](http://www.greensboro-nc.gov/gdot).*

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